

Sefton Metropolitan Borough Council **Job Description**

Post: Assistant Director – Adult Social Care and Health
Salary: HAY 3
Reports to: Executive Director, Adult Social Care, Health & Wellbeing (DASS)

Job Purpose

Sefton's Assistant Director Adult Social Care and Health is a leader who is accountable for influencing, leading and managing resources to deliver better outcomes for Sefton residents. This post will have specific responsibility for providing strategic leadership across all operational, enabling, governance and assurance functions within Adult Social Care.

Directly reporting to the Executive Director for Adult Social Care, Health & Wellbeing, as part of the Wider Leadership team, the role of the Assistant Director is to work with and support elected members, partners and communities across the borough to harness and build the resilience of local people and communities.

The postholder will be responsible for developing effective partnerships with the local health and social care economy to maximise opportunities to enable adults to live independently and exercise choice and control over their lives. As a key system leader this post holder will play an influential role in delivering neighbourhood health.

The postholder will hold responsibility for staff within Adults and Safeguarding in Sefton Council, ensuring all vulnerable adults are effectively protected from harm and abuse, providing operational direction, managing increasingly complex demand within an extremely challenging financial envelope.

The postholder will work closely with All Age Commissioning colleagues to develop and improve practice and specify requirements for social care services within communities ensuring that the services are commissioned in the most cost-effective and joined up way, ensuring that money is spent wisely to improve outcomes for people who draw on care and support and carers.

The postholder will contribute to the strategic planning of the Council and Adult Social Care, deputising for the Executive Director (DASS) as and when required.

The postholder will be responsible for providing strategic leadership to ensure vulnerable adults within the Borough are effectively protected from abuse and harm and to ensure the co-ordination of inter-agency working and ensuring the protection of the interests of people whose rights are restricted under the Mental Health Act.

The postholder will be responsible for professional practice standards, statutory assessments and commissioning of Adult Social Care provision and ensuring all adults are safeguarded, working with the Executive Director Adult Social Care, Health & Wellbeing and Assistant Director Commissioning and Transformation to contribute to the strategic planning and direction of the Service.

Role Based Criteria

- Emphasis on leadership and management, co-ordination and oversight of a range of related functions to achieve specific outcomes for local people.
- Make appropriate evidence-based decisions for a range of services in line with Council policy and priorities.
- Work closely with elected members, especially Cabinet members, and support them in undertaking their community leadership, policy and decision-making roles.
- Direct personal accountability for delivery of a range of statutory duties, services and outcomes to agreed performance standards and within budget.
- Constantly seek efficiency and value for money and support the development of new delivery and support models.
- Empower and devolve decision making to the most appropriate level, as close as possible to the frontline, to maximise performance.
- Discover new ways to reduce the cost of services to taxpayers and improve the overall productivity and value for money to people who draw on care and support.
- Actively manage demand and risk whilst encouraging creative thinking and innovative practice.
- Develop staff with flexible skills and competencies that are valued and supported.
- Foster a culture of accountability, innovation, and continuous improvement across all teams.
- Set clear expectations and provide development and support to enable the Council to deliver required outcomes.
- Promote cross-organisational team working within the Council and with partner organisations to deliver cost effective and valued services and enable coherent and integrated problem solving.
- Fulfil the role of Project Sponsor for specified key corporate projects.
- Deputise for the DASS as required.

Principal Responsibilities

1. Accountable for providing strategic leadership, management and operational direction in the development and delivery of effective services within the legislative & Care Quality Commission regulatory framework, reflecting and developing national and regional themes to promote independence, manage demand and maximise opportunities from the local health and social care economy.
2. To be accountable for leading quality assurance and service improvement initiatives to meet and exceed CQC regulatory expectations, ensuring safe, effective, and person-centred care for local residents.
3. Accountable for the development with partners of place based integrated care services, proactively encouraging collaborative working relationships with key external partners to promote and ensure the delivery of integrated services in a person-centred cost-effective way.
4. Accountable for managing the Adult Social Care budget in line with financial regulations and developing strategies to meet the requirements of the Medium-Term Financial Plan. This includes delivery of identified efficiency plans and transformation.



5. Leadership and effective management of Adult Safeguarding Services to ensure the Council fulfils its statutory safeguarding responsibilities.
6. Accountable for the service performance in line with national, departmental and integrated health performance targets and standards, leading a workforce culture focused on strong performance management and ownership.
7. To ensure effective work with Children's Services and Health to provide seamless transition and preparation for adulthood for young people based on life course principles.
8. To ensure the principle of co-production is adopted across the service and that the voice of people with lived experience, communities and other key stakeholders influence the strategic design and review of delivered services.
9. To enable and actively encourage innovation and creativity across Adult Social Care, continuously pushing the boundaries of strength-based practice and operational delivery to improve efficiencies and outcomes for people who draw on care and support and families.
10. Lead and manage a range of complex operational and specialist service teams covering the functional areas encompassing; assessment of need, direct payment services, quality assurance and safeguarding together with the commissioning of outcome based Adult Care services.
11. Direct the effective delivery of performance, policy and planning for multi-agency Safeguarding services to respond to the needs of vulnerable adults ensuring the Council fulfils its statutory safeguarding responsibilities and ensuring decisions and actions are appropriate.
12. Accountable for the ongoing development and delivery of high-quality cost-effective commissioned care services meet residents care and support needs.

Strategic Service

1. Develop and deliver strategic plans to improve service provision of meet needs of residents.
2. Work collaboratively with the Assistant Director Commissioning and Transformation to operationalise strategic commissioning services for Adults Social Care and through innovation and the application of new ideas to achieve improvements to service delivery for the benefit of the residents.
3. Develop strategic plans to respond to National, Local legislative and policy changes including NHS Ten Year Plan and Adult Social Care review.
4. Develop and promote initiatives to improve the quality and efficiency of the Adult Social care provision.



Partnerships

1. Develop, formulate, and review all processes relating to partnership working in order to achieve greater coherence and effective partnerships.
2. Work with partner agencies to improve partnership arrangements and to deliver the highest standard of services with the emphasis on maximising preventative work and ensure integrated approaches to delivery across Sefton
3. Work collaboratively with corporate colleagues to ensure integrated approaches and delivery against the Sefton 2030 plan and Council Transformation Programmes.

Skills and Attitude and Value Based Criteria

- Sefton's Vision and promise sets out how we as a Council want to work with each other, and with our communities and our partners, to make Sefton a great place to be.
- Assistant Directors will have personal responsibility to support the delivery of the vision and consistently demonstrate the behaviours and values expressed in the Promise and Leadership requirements.
- Have the necessary political knowledge, skills and abilities needed to operate effectively in a political environment.
- Develop, lead, participate and collaborate in effective partnership across organisations and sectors.
- Focus on outcomes, break down service/professional barriers and facilitate One Council delivery.
- Thrive on ambiguity and demonstrate exceptional personal resilience.
- Create and sustain enabling and open relationships.
- Create the most effective environment for innovation, learning and performance.
- Lead change and empower the whole Council to effectively manage complexity, ambiguity and risk.

Leadership

Must demonstrate the following leadership competencies:

- Provide clear vision and direction
- Lead and manage change
- Plan strategically
- Lead people and performance
- Work corporately as well as collaboratively with partners
- Communicate effectively
- Focus on excellence
- Develop self and others
- Personal resilience



Behaviours

Must demonstrate the following behaviours:

- Provide support with a view to improving quality
- Provide appropriate and constructive challenge
- Create a culture that looks for understanding and solutions
- Visibly and positively respect and value staff
- Communicate a consistent and clear message throughout the Council and with partners
- Respect, listen to and value others' views
- Maintain a customer focus with a relentless pursuit of excellent outcomes
- Have collective integrity and responsibility
- Endeavour to improve outcomes for the communities of Sefton

General

- Postholders will:
 - Lead Council-wide officer and partner groups as required
 - Act as the Emergency Duty Co-ordinator, on a rota basis, for the Council's Emergency Planning processes and to attend ongoing training as required
 - Represent the Council on key Civic events as required including Remembrance Services
 - Represent the Council at partner events as required.
- Some posts will require specific safeguarding checks. Where these are required, the person appointed will be subject to those checks.
- New appointments will be required to satisfactorily complete a six-month probationary period.
- The postholder will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change. Working outside normal hours may be required as appropriate.
- This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.
- All staff are responsible for the implementation of the Health & Safety Policy as far as it affects them, colleagues and others who may be affected by their work. The postholder is also expected to monitor the effectiveness of the health and safety necessary.
- The Authority has an approved Equality and Diversity Policy in employment and copies are freely available to all employees. The postholder will be expected to comply, observe and promote the equality and diversity policies of the Council.
- Since confidential information is involved with the duties of this post, the postholder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.
- In accordance with the Localism Act 2011 (or successor legislation), this post has been politically restricted.

Note: Where the post-holder is disabled, every effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.

Prepared by:

Name: Sarah Alldis
Designation: Executive Director of Adult Social Care, Health & Wellbeing
Date: 31st March 2026



Assistant Director of Adult Social Care
Person Specification

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
<p><u>Qualifications / Knowledge</u></p> <p>Professional Qualification: Qualified social worker or health equivalent with current registration with Social Work England or HCPC</p> <p>Professional Development: Demonstrates a commitment to continuous learning and development, with evidence of postgraduate level study or equivalent experience</p> <p>Legislative Knowledge: Strong understanding of the Adult Social Care National Assessment Framework and key legislation including the Community Care Act, Mental Health Act and statutory guidance and processes for vulnerable adults</p> <p>Strategic Insight: Knowledge and understanding of NHS structures, commissioning and reform, and awareness of trends and best practice in integrated health and social care including knowledge of trends and best practice in relation to health and social care</p> <p>Equality & Diversity: Deep awareness of equality and diversity principles and their application in adult social care practices</p> <p>Leadership Qualification: Recognised leadership/business degree level qualification</p>	<p align="center">E</p> <p align="center">E</p> <p align="center">E</p> <p align="center">E</p> <p align="center">E</p> <p align="center">D</p>	<p align="center">C/AF</p> <p align="center">AF/I</p> <p align="center">AF/I</p> <p align="center">AF/I</p> <p align="center">AF/I</p> <p align="center">C/AF</p>
<p><u>Skills, Abilities and Experience</u></p> <p>Leadership & Influence: Proven ability to lead at a senior level, inspiring trust and confidence across teams, partners and communities</p> <p>Strategic Thinking: Capable of shaping and delivering strategic plans, making sound decisions in complex environments</p> <p>Financial Acumen: Skilled in managing budgets and resources effectively, with a focus on best value for money and performance</p> <p>Transformational Change: Experience in leading service transformation and innovation with measurable impact</p> <p>Communication & Negotiation: Excellent interpersonal skills, able to communicate complex information clearly and negotiate effectively with diverse stakeholders</p>	<p align="center">E</p> <p align="center">E</p> <p align="center">E</p> <p align="center">E</p> <p align="center">E</p>	<p align="center">AF/I</p> <p align="center">AF/I</p> <p align="center">AF/I</p> <p align="center">AF/I</p> <p align="center">AF/I</p>



<p>Resilience & Risk Management: Demonstrates personal resilience and the ability to manage risk in high-pressure situations</p>	E	AF/I
<p>Partnership Working: Track record of building and sustaining effective partnerships with statutory, voluntary and community organisations</p>	E	AF/I
<p>Performance & Improvement: Committed to continuous improvement, with a focus on delivering high-quality, customer focussed services</p>	E	AF/I
<p>Political Awareness: Able to operate sensitively within a politically environment, providing constructive challenge and strategic advice</p>	E	AF/I
<p>Professional Standards: Understanding of the professional and ethical standards including Social Work England Standards of Conduct for Social Workers and Occupational Therapists</p>	E	AF/I

Assessment Methods Key:

AF – Application Form

C – Certificates

I – Interview

